

Long Range Broad Agency Announcement (BAA) Evaluation Form and 10 U.S.C. § 2358 Decision Memorandum (As Applicable)

BAA Number: _N00014-21-S-B001_____

ONR Technology Area: Cyber (Computational Social Science)

Required for Successful and Unsuccessful Proposals

Vendor: _Graphika_ **Grant Proposal #:** ___13395849_____

Check appropriate rating based on the following three criteria. Please note that comments of substance are requested. They will be used to substantiate decisions.

The primary basis for selecting proposals for acceptance will be (1) technical, (2) importance to agency programs, and (3) fund availability. Cost realism and reasonableness will also be considered when selecting proposals.

The evaluation criteria 1, 2, and 3 are equally important.

1. Overall scientific and technical merits of the proposal and responsiveness to the topic, i.e., the degree of innovation, soundness of technical concept, Offeror's awareness of the state of the art and understanding of the scope of the problem, significance and originality of the technical approach and effort needed to address/solve the problem, and anticipated scientific impact within the field. The following areas will also be considered:
 - a. The Offeror's capabilities, related experience, facilities, techniques or unique combinations of these which are integral factors for achieving the proposal objectives, and
 - b. the qualifications, capabilities and experience of the proposed Principal Investigator (PI), team leader and key personnel who are critical to achieving the proposal objectives.

Comments: This is a meritorious proposal concerning research in network mapping of adversarial social media networks. The offerer research team is one of the top commercial research organizations working in the area of social media analysis and threat analysis on social media platforms. They have a well-recognized set of capabilities that is well suited to the research tasks described in the proposal. The research team includes researchers with strong qualifications in the field of social media analysis and international information conflicts. The offering institution has a strong record of past performance in research in social media with a significant in-house technological capacity to perform the research described. The proposal has a clear statement of work to develop new techniques in mapping social media discourse to identify emerging narratives, how different audiences engage with narratives, and indicate whether the spread of a narrative is organic (normal, human driven) or inorganic (spread via coordinated agents, bots and other artificial amplification techniques). The offerers will use a network science approach drawn from clustering and co-author network approaches to develop techniques to reveal propaganda and disinformation networks.

2. Potential Naval relevance (i.e. interest) and contribution to the ONR and Department of Navy mission.

Comments: Information conflict is a top priority strategic concern of the US Marine Corp, the US Navy, and also called out in numerous strategic defense documents. This effort will provide new insights that will support the development of new TTPs in information environment assessment of digital and social media platforms for public affairs, intelligence, and information operations. The effort will provide innovative new metrics, techniques, and approaches to the complex problems of information environment threat assessment and characterization of threat actors across multiple platforms. This effort is expected to have important contributions to countering and mitigating hostile influence in information warfare and social behavior on social and digital platforms relevant to US Navy and COCOM missions.

3. The availability of funds.

YES	X	NO	
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Comments:

Recommend selection of proposal:

[X] Yes - *My signature below indicates that my review is within my area of responsibility* at the ONR.

- [] No, *provide explanation.*
- ☐ *Duplication of effort; already funded.*
- ☐ No longer investing in this topic.
- ☐ Lack of acceptable performance on prior efforts.
- ☐ Return on Investment (ROI) is not competitive compared to other proposals.
- ☐ Other. Explain:

Rebecca Goolsby, PhD

Printed Name	Signature (Digital Signature Acceptable)	Date
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IF PROPOSAL IS SELECTED COMPLETE THE FOLLOWING PROGRAM OFFICE GRANT PROPOSAL CHECKLIST

PROGRAM OFFICE GRANT PROPOSAL CHECKLIST

PPS/MM Shopping Cart Number/Procurement Request Number: 10000014879

Vendor Name: Graphika S&T POC/Phone Number: R. Goolsby 571-314-2331

Alternate S&T POC/Phone Number: Pooja Patel 772-812-2337

ITEM	INCLUDED
1. Program Officer evaluated technical/cost proposal in accordance with the BAA/FOA and is uploaded in PPS.	Yes <u>X</u> No <u> </u>
2. Is grant for a conference/workshop/symposium? Conference/workshop/symposium should not be for an ONR, Navy or DoD event? a. Are there other non-DoD sponsors of the event? b. Does the request include funds to pay for food or beverages?	Yes <u> </u> No <u>X</u> Yes <u> </u> No <u> </u> Yes <u> </u> No <u> </u>
3. Technical Proposal contains detailed description of effort to be performed and the <u>proposal does not include</u> : data right assertions, deliverables (other than reports), classified work, ITAR and export controls, or profit/fee for prime.	Yes <u>X</u> No <u> </u>
4. Cost Proposal includes Budget Justification for: <ul style="list-style-type: none"> • Direct labor (labor category, est. effort/time, salary) • Indirect rates & cost • Equipment (itemized w/associated cost, item over \$5K, provide basis of estimate and vendor quote or contact information) • Travel: provide destinations, purpose, duration, # of travelers, and basis of estimate (i.e., past experience, forecast, etc.) • Other Direct Costs (ODCs) such as: Consultants with loaded hourly or daily rate, materials w/description, publications, tuition, etc. 	Yes <u>X</u> No <u> </u>
5. Are options proposed? If yes, base & option tasks, and budget must be defined in the proposal.	Yes <u> </u> No <u>X</u>
6. Sub-recipients: a. Costs are a separate line item (not included under direct labor), and shall submit a detailed cost proposal along with a budget justification. b. When a Federal Agency acts as a sub-recipient, do not include funding in proposed budget. Send funding directly to Agency via a MIPR. (Contact Code 08/Financial Management)	Yes <u> </u> No <u> </u> N/A <u> </u> <u>X</u>
7. Is Animal, Human Subject Research, or rDNA research proposed? If YES: All efforts that involve human, animal, or rDNA research must go to Suzanne May/Code 34 for approval. (Proposal package will not be accepted by Code 25 until all required documentation has been received and approved.)	Yes <u> </u> No <u>X</u>
8. Is this proposal funded with non-ONR funding? Include original funding document as PPS SC attachment.	Yes <u>X</u> No <u> </u> <u> </u>

9. Is Government Furnished Property (GFP) proposed and is it to be used in this award? If yes, Program Office should indicate availability of the GFP in this block:	Yes__ No X __
10. Does the nature of the work involve the procurement or operation of manned or unmanned aircraft? If yes, then ensure this work is compliant with ONR and DoD policy, for more information, contact Mike Meyers (Michael.meyers1@navy.mil) and Brian Carpenter (brian.a.carpenter.ctr@navy.mil) for a determination of Public or Civil operations status and compliance with restrictions on commercial-off-the-shelf UAS.	Yes__ No X __